

Contact your Regional  
Marketing Manager:



## 2005 Magazine Advertising Co-op

You can save 15% - 64% below rate card by participating in the Indiana Office of Tourism Development's Cooperative Print Advertising Program. The Indiana Office of Tourism negotiates bulk space ad rates and then subsidizes each publication further; spending more than \$300,000 each year to make sure that Indiana advertisers receive the lowest rates possible. Ultimately, the savings will allow you to advertise more and help increase the State of Indiana's marketing presence in the Midwest. To participate, contact your Regional Marketing Manager above.

PUBLICATION NAME:	<b>MIDWEST LIVING</b>
DESCRIPTION:	The Midwest is much more than just a geographic region. It is a place and a people with a voice and values all their own. Only one magazine speaks in that voice — and is a mirror image of those values — <i>Midwest Living</i> . <i>Midwest Living</i> provides its readers with the richest reflection of what matters most to them. Home. Family. Travel. Food. All with a distinctly Midwestern focus and flavor. All presented with spirit and style. And with a combination of trusted information and inspiration that compels readers to take action.
CIRCULATION PER ISSUE:	925,000 (regional distribution of national publication)
AUDIENCE:	77% of readers are Female. Median age is 47 years old. 86% are homeowners.
GEOGRAPHICAL AREA:	Twelve Midwestern states (IN, OH, IL, MI, WI, IA, MO, MN, KS, NE, SD, ND)

2005 ISSUES:	<b>March/April</b>	<b>May/June</b>	<b>Sept/Oct *</b>
TOTAL PAGES AVAILABLE FOR INDIANA CO-OP AD:	<b>1 page (6 units)</b>	<b>1 page (6 units)</b>	<b>1 page (6 units)</b>
SPACE AND MATERIAL CLOSE:	<b>MON, NOV 14, 2004</b>	<b>MON, JAN 10, 2005</b>	<b>MON, MAY 16, 2005</b>

(Your contract, artwork and reader service form must be received by your Regional Marketing Manager for each issue by the date listed above.)

### 2005 PARTICIPATION POLICY

All advertisers submitting the required materials by the Space and Material Close Dates are guaranteed placement in this publication. However, advertising space within the Indiana co-op banner section is available based upon demand. If demand is high, it is possible that the Indiana banner section space may fill completely before closing dates. If demand is low, it is possible that the Indiana banner will be cancelled. In either case, ad submissions will be placed outside of an Indiana banner section in the publication at a net rate of \$5,931.67 per 1/6 page, if the advertiser desires.

1/6 PAGE AD UNIT NET RATE PER ISSUE: **\$5,042.00**

1/6 PAGE NET RATE ON RATE CARD: **\$14,064.95**  
TOTAL SAVINGS OF: **64%**

READER SERVICE: Fill out the Indiana Print Advertising Co-op READER SERVICE FORM and submit with contract and artwork to your RMM.  
THERE IS NO ADDITIONAL CHARGE TO RECEIVE LEADS IN THE METHODS OUTLINED ON THE READER SERVICE FORM.

\* This insertion is subject to change due to potential state budget revisions that could impact insertions that run after June 2005.  
Advertisers will be notified of any revisions before those insertions' deadlines.